

MISSION, GOALS AND OBJECTIVES¹

National Network of Libraries of Medicine Pacific Southwest Region 2001 – 2006

The mission of the National Network of Libraries of Medicine (NN/LM) is to advance the progress of medicine and improve the public health by: 1) providing all U.S. health professionals with equal access to biomedical information; and, 2) improving the public's access to information to enable them to make informed decisions about their health. The Program is coordinated by the National Library of Medicine and carried out through a nationwide network of health science libraries and information centers.²

The proposed Regional Services Plan is designed to support the mission of the National Network of Libraries of Medicine (NN/LM). The Plan proposed for Region 7, which includes the states of Arizona, California, Hawaii, and Nevada, and U.S. Trust Territories in the Pacific Basin, incorporates the following goals:

- To develop collaborations with NN/LM libraries to improve access to and sharing of biomedical information resources throughout the nation.
- To promote awareness of and access to biomedical information resources for health professionals and the public.
- To develop, promote, and improve access to electronic health information resources by network member libraries, health professionals, and organizations providing health information to the public.

In order to meet NN/LM goals in the Pacific Southwest Region, the UCLA Louise M. Darling Biomedical Library has developed a comprehensive Regional Services Plan incorporating the regional goals and objectives described below. These goals and objectives were developed out of the Library's knowledge and past experience from over thirty years of service as the Pacific Southwest Regional Medical Library (PSRML), and from active assessment of regional needs. The resulting Plan will fulfill all the requirements as outlined in the Statement of Work of the Request for Proposal for the National Network of Libraries of Medicine.

¹ Excerpt from *Regional Services Plan, National Network of Libraries of Medicine, Pacific Southwest Region*, UCLA Louise M. Darling Biomedical Library, May 2000; submitted to the U.S. National Library of Medicine in response to RFP NLM 00-101/SMS.

² RFP NLM 00-101/SMS, Statement of Work

A. Network Programs - Goals and Objectives

Health Professional Access to Health Information Services (A1)

Goal: Provide Region 7 health professionals with a basic level of information services including access to: books, journal articles, and audiovisuals; online databases in the health sciences; and reference services.

Objectives:

- Establish agreements with network member libraries to provide a basic level of information services to unaffiliated health professionals.
- Assess the information needs of health professionals, libraries and library staff in order to improve the transfer of biomedical information.
- Respond to the information needs of health professionals, libraries and library staff in order to improve the transfer of biomedical information.

Assessing the Needs of Health Science Libraries (A2)

Goal: Assess the needs of health science libraries in order to develop and support programs that improve the transfer of health care and biomedical information within their institutions and throughout the network.

Objectives:

- Discuss with appropriate members of the PSRML Regional Advisory Committee and the Resource Library Directors the information needs of health science libraries and their personnel, to assess unmet needs and to review present and future directions for PSRML programs and services to meet those needs.
- Utilize the PSRML listserv to discuss information needs and gather reactions from Network members on proposed new programs and services.
- Discuss information needs with librarians at the various meetings attended by PSRML staff to offer training on or demonstrate NLM information products and services.
- Attend joint and local meetings of the Medical Library Association (MLA) chapters within the Region to discuss the information needs of health science library personnel and their use of and reaction to new information technologies.

- Hold focus groups and/or specialized meetings for librarians to discuss their specific information needs and the use of new technologies in information transfer.
- Work with appropriate Medical Library Association (MLA) chapter committees to develop workshops and programs to respond to needs of health science librarians in adapting new information technologies.
- Purchase audiotapes of the MLA annual meetings and videotapes of appropriate information technology meetings to circulate among Network libraries to provide information on new trends and technologies in health science librarianship.
- Offer professional development opportunities to meet identified needs of health science library staff.
- Visit institutions throughout the Region to assess information needs of health science libraries and their personnel.
- Facilitate collaborations and partnerships between Network libraries and public and other types of libraries.
- On an ongoing basis, review the goals established in the Regional Services Plan, incorporating new goals in response to expressed needs and as directed by NLM.

Managing the NN/LM Network Membership Program (A3)

Goal: Recognize and support the contributions of Network member libraries in meeting the information needs of the nation's health professionals and the general public by managing the NN/LM Network membership program for the region.

Objectives:

- Recruit new Network members and affiliates from eligible libraries in the region.
- Ensure that member libraries enter profile information about their library into the DOCUSER database and keep it up-to-date.
- Maintain region-specific Network member data that complements the data in DOCUSER.
- Involve Network members in the NN/LM Network and outreach programs, including obtaining feedback on regional and NLM programs on a periodic basis.

Implementing the Regional Document Delivery Plan (A4)

Goal: Implement, with the participation of NN/LM member libraries, the Regional Document Delivery Plan in order to provide health professionals in the region with efficient, rapid access to the health science information resources they need, and work with libraries in the region to improve the public's access to health information.

Objectives:

- Obtain the support of major health science libraries in promotion, training, and communication about document delivery issues to all libraries in Region 7.
- Coordinate the contribution, review, and maintenance of serial holdings data to the DOCLINE/SERHOLD database in a manner that is timely, efficient and accurate.
- Provide and publicize standardized policies and procedures to ensure appropriate regional consistency within the NN/LM.
- Promote and facilitate the use of technologies to enable document delivery via the Internet.
- Assist the National Library of Medicine (NLM) in testing and implementing new technologies for document delivery.
- Assist NLM in communicating with and training network libraries regarding document delivery policies and procedures.
- Assist libraries serving the general public to obtain health information from network libraries.

Resource Libraries (A5)

Goal: Enter into formal agreements with libraries to serve as Resource Libraries to assist PSRML in providing access to basic health information services and managing and implementing regional programs and services.

Objectives:

- Select and enter into formal agreements with twelve libraries to fulfill required and negotiated responsibilities as Region 7 Resource Libraries.
- Issue subcontracts to selected Resource Libraries to provide targeted outreach programs to health professionals or health information consumers or to provide special expertise that contributes to improving regional or national programs.

- Organize and conduct annual Resource Library Directors' meetings to enhance communication among the Resource Libraries, PSRML, and NLM, and to exchange information about the state of information services in Region 7, including new trends and areas needing attention.
- Sponsor conferences or meetings hosted by the Resource Libraries to bring together health professionals, health information consumers, and/or health information providers in a specified geographic area to assess health information needs and introduce new technologies, information products, or methods of health information delivery.

Channels for Effective Communication (A6)

Goal: Establish and maintain channels for effective communication with current and potential NN/LM participants, other RMLs, NLM, partner organizations, and other state and multi-type library networks within the region.

Objectives:

- Publish and distribute an electronic newsletter to communicate important information about regional and national programs, policies, and procedures to current participants in the region.
- Establish and maintain a regional listserv and, as needed, topical, population, or interest group listservs, for sharing information with network members, affiliates, other partner organizations, and health professionals.
- Develop and maintain a regional web site as an integral component of the NN/LM web site.
- Produce fact sheets, articles, FAQs, etc. to keep librarians, health professionals and consumers up to date about services provided by the RML and topics and issues of current interest in the provision of health information.
- Participate in testing/using new or emerging communication technologies.
- Maintain regular communications with NLM and the other RMLs to exchange information for program planning, implementation, and assessment.
- Develop working relationships with other networks and relevant organizations by identifying common program interests and goals, working to develop regular lines of communication and develop appropriate cooperative programs.
- Attend an RML Directors' meeting once each contract year in conjunction with the meeting of the Medical Library Association.

Regional Advisory Committee (A7)

Goal: Establish and maintain a Regional Advisory Committee (RAC) to provide advice and feedback to PSRML staff on regional programs and services and to assist in identifying health professionals without access to information.

Objectives:

- Develop a RAC membership that reflects varying types of health professionals, consumers, and libraries (including health science libraries, and public and school libraries that serve as the first point of contact for consumers) in the Region and includes representatives of appropriate library-related agencies and groups.
- Establish a RAC structure that allows PSRML to make effective use of the expertise and advice of committee members.

Monitoring and Evaluating Regional Programs (A8)

Goal: Monitor and evaluate the region's programs in order to assess their effectiveness in meeting NN/LM goals and to identify and resolve problems that impede the effective delivery of health information services.

Objectives:

- Evaluate regional programs in consultation with the NN/LM Outreach Evaluation Resource Center and the Regional Advisory Committee.
- Provide NLM with regular feedback about NLM and NN/LM products and services from individuals and constituent groups.
- Participate in a site visit and review of the regional program by selected representatives from NLM, the RAC, and at least one other RML.
- Make regular visits to Resource Libraries and Primary Access Libraries in the Region, to discuss current and future PSRML programs.
- Visit regional health science libraries, public libraries, and other facilities providing health information to the public to gather information on issues and trends in providing consumer health information services.
- Conduct update sessions on PSRML programs and services at the meetings of the regional MLA chapters to elicit feedback and suggestions for improvement from health science library personnel.
- Present programs at state library association meetings to inform public and school libraries about PSRML programs and services and to gather feedback.

- Visit a minimum of two regional library groups annually to discuss PSRML programs.
- Discuss the impact of specific regional programs and NN/LM and NLM products and services at meetings of the Regional Advisory Committee.
- Utilize the regional listserv and the electronic newsletter to elicit feedback on specific regional programs and on NN/LM and NLM products and services.

Feedback from Users for Improving Health Professional and Consumer Access to Information (A9)

Goal: Obtain ongoing feedback from users about their information wants, needs and uses; and recommend ways of improving health professional and consumer access to information.

Objectives:

- Use quantitative and qualitative methodologies to obtain feedback.
- Discuss with appropriate members of the PSRML Advisory Committee and the Resource Library Directors the information needs of health professionals and consumers to assess unmet needs and to review present and future directions for PSRML programs and services to meet those needs.
- Hold focus groups and/or specialized meetings for health professionals, health information providers, and consumers to discuss their specific information needs and the use of new technologies in information transfer.
- Utilize the PSRML listserv to discuss information needs of health professionals and consumers and gather reactions from Network members on proposed new programs and services.
- Discuss information needs with health professionals, health information providers, and consumers at the various professional/association meetings which PSRML staff attend to demonstrate NLM and NN/LM products and services.
- Use opportunities that provide direct contact with users to gather data about their information-seeking behavior.
- Visit institutions and organizations throughout the Region to gather feedback on users' information wants, needs, and uses.
- On an ongoing basis, review the goals and objectives established in the Regional Services Plan, recommend new goals and objectives in response to expressed needs, and incorporate new program elements as directed by NLM.

Training Facility (A10)

Goal: Provide a microcomputer-based training facility for conducting NLM online training classes and other regional training.

Objective:

- Provide and maintain a training facility at PSRML headquarters adequately equipped with personal computers and other technologies for conducting NLM online training classes and other regional training.

Assessment and Testing of NLM and NN/LM Products and Services (A11)

Goal: Provide feedback to the NLM from users and non-users on NLM and NN/LM products and services.

Objectives:

- Conduct or participate in needs assessments or surveys of users and non-users.
- Participate in testing new products and services, as requested by NLM.
- Discuss the use of health information products directly with health professionals and consumers at exhibits or other meetings.

Promoting NLM-Sponsored Grants (A12)

Goal: To promote and encourage the submission of applications for NLM-sponsored grants.

Objectives:

- Increase regional awareness of NLM grant opportunities.
- Provide access to resources to support grant activity in the region.
- Facilitate the identification of potential projects and collaborative partnerships in the region.

Following Up on NLM Funded Grants (A13)

Goal: Follow up on NLM funded grants in the region to keep abreast of project developments, to share progress, and to integrate results into appropriate regional programs.

Objectives:

- Initiate contact with selected NLM grant recipients at the start of projects to provide assistance and encourage sharing of information obtained.
- Incorporate project findings into appropriate regional programs to enhance effectiveness of programs and services.

B. Outreach Programs - Goals and Objectives

Outreach to Health Professionals (B1)

Goal: Develop, implement, and evaluate targeted outreach programs to bring biomedical information resources within easy reach of health professionals.

Objectives:

- Promote awareness of the basic level of information services available through the NN/LM Network to health professionals and support access to electronic health information resources.
- Enlist the assistance of network member libraries, through the use of subcontracts, agreements and other mechanisms, to improve access to biomedical information resources for health professionals in the region.
- Expand partnerships and implement outreach activities with institutions and organizations that target special populations or subject disciplines that have been identified as priority initiatives (e.g., AIDS, Health Services Research, Public Health) and that target the health professionals serving those populations or working in those disciplines.
- Expand partnerships and implement outreach activities with institutions and organizations that will improve information access for unaffiliated health professionals and health professionals in inner cities and rural areas.
- Pursue contacts with local/state public health departments and expand collaborations with other organizations/institutions that work with public health professionals with

particular emphasis on Internet connectivity, awareness of electronic health information resources, and use of NLM's electronic resources.

- Identify and work with inner city institutions to establish or enhance the institution's access to biomedical information.
- Work with institutions whose objective is to train minority health practitioners or those that serve minority populations, to develop specific linkages so that their health professionals and students have full benefit of the resources of the network.

Consumer Health Information (CHI) Services (B2)

Goal: Develop, implement, and evaluate a program to improve the public's awareness of and ability to access electronic health information.

Objectives:

- Promote public awareness of electronic health information resources.
- Expand PSRML partnerships and facilitate collaboration within the region to assist the public in finding, evaluating and using health information resources.
- Improve the regional information infrastructure by identifying regional, state, and local electronic health information resources and linking them with NLM and NN/LM products and services.
- Evaluate the consumer health information services program to ensure its effectiveness in meeting regional needs.

Training For Electronic Access to Health Information (B3)

Goal: Support training in the effective use of electronic health information resources on the Internet to reach health professionals, public, school and other librarians, and other intermediaries who do not have access to such training, or who intend to train others, including consumers.

Objectives:

- Provide training and demonstrations for health professionals focusing on 1) PubMed, MEDLINE*plus*, other specialized NLM databases and on 2) finding and evaluating health information resources on the web.
- Provide training and demonstrations for public, school and other librarians, and other intermediaries who do not have access to such training, or who intend to train others, including consumers, focusing on 1) PubMed, MEDLINE*plus*, other specialized

NLM databases and on 2) finding and evaluating health information resources on the web.

- Participate in inter-regional and national development of web-based and general instructional materials to support training in effective use of electronic health information resources.
- Mount instructional materials developed to support effective use of electronic health information resources on the NN/LM web site.
- Report data to NLM on PSRML demonstrations and training courses on PubMed, MEDLINE^{plus} and other NLM resources.

Exhibits and Presentations at Meetings (B4)

Goal: Promote NLM and NN/LM programs and services at national, regional, state and local meetings of health professionals and of health organizations with a consumer focus.

Objectives:

- Provide full support for a minimum of ten meetings (six national and four others) annually for an exhibit, presentation or course offering, in consultation with NLM.
- Enlist the assistance of Resource Libraries and Primary Access Libraries in exhibiting at national, state and regional meetings.
- Make every attempt to be included on the program of national, regional, and state health professional meetings at which PSRML exhibits.
- Assist NLM's Network Office in identifying health professional and consumer focused meetings.
- Seek opportunities for program presentations at all assigned national meetings.
- Attend state library association meetings and exhibit or make presentations to promote NLM and NN/LM programs and services.

Technology Awareness and Integration (B5)

Goal: Develop technology awareness program to improve access to biomedical information for health professionals and consumers.

Objectives:

- Hold regional showcases or forums focused on the use of information technology to improve access to biomedical information for health professionals and consumers.

- Offer training and support to promote awareness and integration of technologies that improve access to biomedical information.
- Monitor current technological advances and trends to identify those that may improve access to biomedical information.
- Propose to design, test or implement projects that use new or evolving technologies in innovative ways.

Library Improvement (B6)

Goal: As needed, develop and implement an NN/LM library improvement program.

Objectives:

- Monitor the need for a Library Improvement Program in Region 7.

Connections (B7)

Goal: Develop and implement the Internet Connectivity Support Program (ICSP) to encourage connectivity to the Internet for Network member libraries and health professionals in the region.

Objectives:

- Assist the "underconnected" Network members in maintaining and upgrading their connections.
- Identify inner city, rural or other healthcare organizations that are not connected to the Internet or that are underconnected and determine whether they would benefit from PSRML assistance.
- Introduce ICSP participants to PubMed, MEDLINE*plus*, and other NLM resources as appropriate.